

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently amended) A computer-implemented method for creating a personalized display for a user, comprising the steps of:
 - creating a database entry for each user of a client document server using a tracking module;
 - tracking requests by the user for at least one document on a client document server using the tracking module;
 - storing, in a database, information regarding each document tracked by the tracking module;
 - analyzing the stored information to construct a profile of the user; and
 - determining based on the user profile, using the at least one recommendation software application, the interests of the user; and
 - providing the user with recommended information by email, using the at least one recommendation software application, based upon the determined interests of the user.
2. (Canceled)
3. (Previously presented) The method of Claim 1. wherein the recommended information is selected from the group consisting of recommendation documents and recommendation packages.

4. (Previously presented) The method of Claim 1, wherein the recommended information is selected from the group consisting of advertisements, products, animations, graphic displays, sound files, applets, and services.
5. (Original) The method of Claim 1, wherein the tracking step comprising the steps of:
 - sending the user-identifier to the user's computer using the tracking module;
 - and
 - sending the user-identifier and a document identifier to the database when the user moves to a different document in the client's document server using the tracking module.
6. (Original) The method of Claim 1, wherein the stored information comprises content information.
7. (Original) The method of Claim 1, wherein the client document server is a Web site.
8. (Original) The method of Claim 1, wherein the tracking module comprises embedded HTML links to the marketing system.
9. (Original) The method of Claim 1, wherein the analyzing step comprises the steps of:
 - parsing, using the at least one recommendation software application, a set comprising information regarding at least one document viewed by the user;

determining, using the at least one recommendation software application, at least one common theme or concept of the set; and
clustering into interest folders, using the at least one recommendation software application, the at least one document in the set according to the number of common themes or concepts in the at least one document.

10. (Original) The method of Claim 9, further comprising the step of categorizing at least one document, using the at least one recommendation software application, according to the common themes or concepts of the interest folders.

11. (Original) The method of Claim 10, further comprising the step of recommending to the user, using the at least one recommendation software application, the at least one categorized document.

12. (Original) The method of Claim 1, wherein the analyzing step further comprises the step of using at least a first filter to extract selected content from each document tracked by the tracking module.

13. (Original) The method of Claim 12, further comprising the step of using at least a second filter to extract structure information from within the extracted content.

14. (Original) The method of Claim 9, further comprising the step of summarizing each interest folder, using the at least one recommendation software application, to determine at least one keyword from the at least one document in the interest folder.

15. (Previously presented) A method of automating market analysis on an electronic network, comprising the steps of:

a user viewing, using a computer, a document from a client document server, the document containing internal content information;
the client document server transmitting, using a computer, the internal content information of the viewed document to at least one recommendation software application; and
the user receiving, on the computer, by email a list of links to at least one document recommended by the at least one recommendation software application responsive to the transmitted content information.

16. (Original) The method of Claim 15, further comprising the step of storing, using a computer, the internal content information in a database.

17. (Original) The method of Claim 16, further comprising the step of analyzing, using a computer, the internal content information in the database to determine a profile of the user, wherein the profile is used to recommend the list of links.

18. (Currently amended) A market analysis method comprising the steps of:
receiving, on a computer, internal content information of at least one document accessed by a user;
determining, using a computer, theme and concepts of the at least one document;
grouping, using a computer, the at least one documents into at least one interest folder according to common themes and concepts;

summarizing, using a computer, the at least one interest folder to extract at least one keyword representing the common themes and concepts of the interest folder;

deriving, using a computer, an interest profile from the user's at least one interest folder; and

utilizing the interest profile, using a computer, to generate a personalized recommendation package for the user, wherein the personalized recommendation package for the user is accessed by the user using an email.

19. (Canceled)

20. (Previously presented) The method of Claim 18, further comprising the step of modifying, using a computer, the user's profile in accordance with instructions provided by the user.

21. (Previously presented) The method of Claim 18, further comprising the step of utilizing the interest profile, using a computer, to locate documents for recommendation to the user.

22. (Canceled)

23. (Previously presented) The method of Claim 18, wherein the personalized recommendation package is presented on a personalized Web start page that is accessed using an email.

24. (Original) The method of Claim 23, further comprising the step of configuring the personalized Web start page to maintain the look and feel of the client's document server.

25. (Original) The method of Claim 24, comprising the step of configuring a Uniform Resource Locator associated with the personalized Web start page in the form of a link to the client document server.

26. (Previously presented) The method of Claim 18, further comprising the step of providing, using a computer, syndicated information to the user in response to the user's profile.

27. (Currently amended) A method of using a computer to customize information provided to a user over an electronic network, comprising the steps of:

- (a) tracking requests by a user of a client document server for at least a first requested document on the client document server;
- (b) extracting filtered content from the at least first requested document;
- (c) analyzing the filtered content of the at least first requested document;
- (d) constructing a profile of the user from ~~the~~ the analyzed content;
- (e) determining, based on the user profile, the interests of the user; and
- (f) providing the user with recommended information by email based upon the determined interests of the user.

28. (Original) The method of Claim 27, further comprising the steps of:

- determining theme or concept of the at least first requested document;
- clustering the at least first requested document into at least one interest folder according to theme or concept in the document;

categorizing at least a second document, according to theme or concept of the at least one interest folder; and
recommending the user the at least second categorized document.

29. (Original) The method of Claim 28, further comprising the steps of:
summarizing the at least one interest folder to extract at least one keyword representing theme or concept of the interest folder; and
searching the at least second document for the at least one keyword to categorize the at least second document.

30. (Previously presented) A system for creating a personalized display for a user, comprising:
means for tracking requests by a user of a client document server for at least one document on the client document server;
means for extracting filtered content from the requested document;
means for analyzing the filtered content of the at least one requested document;
means for constructing a profile of the user from the analyzed content;
means for determining, based on the user profile, the interests of the user;
and
means for providing the user with recommended information by email based upon the determined interests of the user.

31. (Original) The method of Claim 30, further comprising the steps of:
means for determining theme or concept of at least a first requested document;

means for clustering the at least first requested document into at least one interest folder according to theme or concept in the document;
means for categorizing at least a second document, according to theme or concept of the at least one interest folder; and
means for recommending to the user the at least second categorized document.

32. (Original) The method of Claim 31, further comprising the steps of:

means for summarizing the at least one interest folder to extract at least one keyword representing theme or concept of the interest folder; and
means for searching the at least second document for the at least one keyword to categorize the at least second document.

33. (Previously presented) A recommendation system, comprising:

a marketing system comprising at least a first computer with at least one recommendation software application operable thereon;
at least a second computer with at least one client document server operable thereon;
at least a third computer operable to receive and display to a user at least one document from the client document server;
a tracking module associated with the at least one client document server to track the display of the at least one document to the user and to provide information regarding the at least one document to the marketing system;
at least one database accessible to the marketing system to store information associated with the at least one document displayed by the user;
wherein the recommendation system is operable to analyze the information stored in the database to determine a profile of the user;

wherein the recommendation system is operable to recommend documents to the user in response to the determined profile; and wherein the recommendation system is operable to provide a personalized recommendation package to the user by email in response to the determined profile.

34. (Previously presented) A system for providing personalized information to a user, comprising:

- a memory device having embodied therein information relating to at least one electronic document viewed by the user;
- a processor in communication with the memory device, the processor configured to:
 - extract filtered content from the at least first viewed document;
 - analyze the filtered content of the at least first viewed document;
 - determine theme or concept of the at least first viewed document;
 - cluster the at least first requested document into at least one interest folder according to theme or concept in the document;
 - construct a profile of the user from the analyzed content;
 - determine the interests of the user based on the user profile;
 - categorize at least second document, according to theme or concept of the at least one interest folder; and
 - recommend to the user by email the at least second categorized document.

35. (Withdrawn)